

BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C.

In the Matter of)

Amendment of Section 73.202(b))
Table of Allotments,)
FM Broadcast Stations)
(Falmouth, Massachusetts and)
Mashpee, Massachusetts)

MM Docket No. 94-85
RM-8482

RECEIVED

SEP 16 1994

FEDERAL ROOM

TO: Chief, Allocations Branch

COMMENTS OF J.J. TAYLOR COMPANIES, INC.

1. By Notice of Proposed Rule Making¹ in the above captioned proceeding, the Commission gave notice of a proposal of J.J. Taylor Companies, Inc. ("Taylor") to reallocate channel 266A from Falmouth, Massachusetts, to Mashpee, Massachusetts, and to modify the license of Taylor's station WFAL(FM) accordingly. The NPRM questioned whether Mashpee is deserving of a first local FM service preference, or whether Mashpee should be credited with the aural services licensed to the Hyannis Urbanized Area. As demonstrated below, Mashpee is an independent community meriting a local origination service.

2. As stated in its Petition for Rule Making, Taylor proposes to provide Mashpee its first local broadcast service. Reallocation of channel 266A would continue to provide city grade service to WFAL(FM)'s present community of Falmouth and would also

¹ Notice of Proposed Rule Making; DA 94.792, released July 28, 1994 (hereafter "NPRM")

serve Mashpee with full Class A FM facilities. Should Channel 266A be allotted to Mashpee, Taylor intends to apply for the channel and, if authorized, WFAL(AM) would begin Mashpee operations promptly.

3. The NPRM notes that "Mashpee is partially within the Hyannis Urbanized Area as defined by the United States Census." When examining proposals to award the first local service preference to a community partially within an Urbanized Area, the Commission reviews the criteria enumerated in RKO General, Inc. (KFRC), 5 FCC Rcd 3222 (1990); and Faye and Richard Tuck, 3 FCC Rcd 5374 (1988) to determine the community's independence.² These criteria are:

(1) the extent to which community residents work in the larger metropolitan area, rather than the specified community; (2) whether the smaller community has its own newspaper or other media that covers the community's local needs and interest; (3) whether the community leaders and residents perceive the specified community as being an integral part of, or separate from, the larger metropolitan area; (4) whether the specified community has its own local government and elected officials; (5) whether the smaller community has its own telephone book provided by the local telephone company or zip code; (6) whether the community has its own commercial establishments, health facilities, and transportation system; (7) the extent to which the specified community and the central city are part of the same advertising market; and (8) the extent to which the specified community relies on the larger metropolitan area for various municipal services such as police, fire protection, schools, and libraries.

² See Bay City, Texas, 8 FCC Rcd 1552 (1993).

The town of Mashpee fully satisfies the Commission's stated criteria for independence.

4. Exhibit 1, hereto, is a chart showing the employment location of all residents of Barnstable County, Massachusetts.³ This chart indicates that 858 of Mashpee's 3,666 employed residents worked in the Town of Mashpee, itself. The remaining 2,808 employed residents worked in Barnstable (919), Bourne (147), Chatham (67), Dennis (62), Falmouth (626), Harwich (19), Orleans (8), Sandwich (119), Yarmouth (170) and places off of Cape Cod (671). Clearly, the workplaces of Mashpee's citizens are distributed throughout Cape Cod, with a significant portion of these employed persons working within their home town.

5. Exhibit 2, hereto consists of copies of the front pages of the Mashpee Messenger and the Mashpee Enterprise. The Mashpee Messenger is published once a week on Thursdays and carries local Mashpee Town news. The Mashpee Enterprise is published twice a week on Tuesdays and Saturdays. Mashpee is a local cable franchising authority. The Town of Mashpee's cable television franchisee is Continental Cablevision. Continental Cablevision serves the Town from a standalone technical facility located within Mashpee. See letter from Joseph C. Hennessey appended hereto as Exhibit 3. Thus, Mashpee is a community with its own media of mass communications.

6. The residents of the Town of Mashpee perceive themselves

³ Barnstable County encompasses all of Cape Cod. It is comprised of fifteen separate townships, including Mashpee.

to be citizens of an independent community with separate needs and interests. The results of the Town's 1992 survey of its population for the development of a local comprehensive plan are attached as Exhibit 4. They demonstrate the Town's residents' local interest in maintaining the Town's rural character, tax structure, relative freedom from crime, clean environment, and good water through local control of development. The survey illustrates the types of local problems facing the Town of Mashpee and its citizens.

7. Mashpee is an incorporated town governed by a Board of Selectmen whose members are elected by the Town's residents.⁴ The Board develops the Town's budget and oversees the economic development of Mashpee. The Town of Mashpee has its own Zoning Board, Housing Authority, Tax Office and Building Department. The Town provides local schools, police and fire protection.⁵ All of Mashpee's various departments and commissions work for the Town of Mashpee only. Mashpee fully satisfies the Commission's requirement for political independence from the urbanized area.

8. Mashpee does not have its own telephone book, but neither does any other town on Cape Cod. Rather, all of the towns on Cape Cod are included in the Cape Cod area white pages. Mashpee does however have its own Zip Code, 02649. Accordingly, Mashpee is on

⁴ A detailed list of the Town officers and elected officials is contained in the 1992 Annual Report of the Town of Mashpee. See Taylor's Petition for Rule Making filed in this proceeding on March 9, 1994 at Exhibit C.

⁵ Id. See also letter from Robert L. Whritenour, Jr. appended hereto as Exhibit 5.

a par with all other Cape Cod townships under the fifth criterion used by the Commission in evaluating a community's independence from adjacent urbanized areas.

9. Attached hereto as Exhibit No. 6 is Mashpee Just Minutes Away, a publication of the Mashpee Chamber of Commerce. The Chamber represents over 100 commercial establishments. The Chamber of Commerce lists six medical facilities with Mashpee addresses.⁶ Its seventh medical listing is for Falmouth Hospital in Falmouth, a town outside of the Hyannis urbanized area.⁷ With respect to transportation systems, the local bus has lines run out of Falmouth and Bourne. The airport is at Hyannis.⁸

10. As previously noted, Mashpee has its own local media market served by two local newspapers and a local cable television system. Thus, it fulfills the seventh FCC criterion for evaluation of a community's independence from an adjacent urban area.

11. Mashpee does not rely on any part of the Hyannis urbanized area for municipal services. It has its own schools, a central library, its own water system, a police department, a fire department and an independent tax structure with local assessments

⁶ These are Bass River Optometrics; Constantin Darzenta, DMD; Deer Crossing Physical Therapy & Rehabilitation Center; Mashpee Chiropractic; Mashpee Family Medicine; and Mashpee Medical Associates.

⁷ A US census map of the Hyannis urbanized area is appended hereto as Exhibit 7. The shaded areas on this map depict the urbanized area.

⁸ The vast majority of Mashpee's population (92%) never uses local public transportation. See Exhibit 4, p. 16.

and budgeting. And, as stated above, Mashpee is the local franchising authority of the local cable television system. The Mashpee Public School System is composed of an elementary school and middle school. A brand new facility is being built to house a new Junior/High School large enough to accommodate 1,000 students. Pursuant to the facts stated herein and exhibits attached, as well as past Commission decisions, it is clear that Mashpee is independent from the Hyannis urbanized area and from every other town on Cape Cod. Accordingly, Mashpee is deserving of a first local FM service preference.

12. Taylor submits that the inclusion of 1,928 residents of Mashpee within the Hyannis urbanized area is a statistical event having no significance to Mashpee's status as a community worthy of an FM allocation. Exhibit No. 8 is a compilation of selected pages from Summary of Population and Housing Characteristics Massachusetts (US Census 1991). Page A-12 of this publication explains that

The Census Bureau delineates urbanized areas (UA's) to provide a better separation of urban and rural territory, population, and housing in the vicinity of large places. A UA comprises one or more places ("central place") and the adjacent densely settled surrounding territory ("urban fringe") that together have a minimum of 50,000 persons. The urban fringe generally consists of contiguous territory having a density of at least 1,000 persons per square mile.

13. Applying the Census population density criterion to the 1,928 Mashpee residents included in the Hyannis, UA, it becomes apparent that no more than 1.928 square miles of Mashpee is included in the Hyannis UA.⁹ Mashpee, itself, encompasses 23.5 square miles.¹⁰ Thus, only eight percent of Mashpee's area is associated with the Hyannis UA.

14. Examination of local governmental units associated with the Hyannis UA shows the independence of Mashpee. Hyannis, the UA's "central place," is not even a township. Hyannis is a census designated place (population of 14,120) located in the Town of Barnstable. The Town of Mashpee and the Town of Barnstable are the equivalent governmental units - not the Town of Mashpee and the unincorporated area of Hyannis. Mashpee provides its own municipal services. It does not rely on the Town of Barnstable for municipal services and it certainly does not rely on Hyannis.

15. Taylor submits that allotment of channel 266A to Mashpee will serve the public interest by providing Mashpee a first local transmission service. This change in the table of allotments will permit 6 KW operation on channel 266A with increased population coverage over the present 3 KW operation of WFAL on this channel. Falmouth will continue to receive local transmission service from Station WCIB (FM) after grant of the requested reallocation.

⁹ Otherwise the population density would be less than the 1000 persons/square mile criterion used to define UAs.

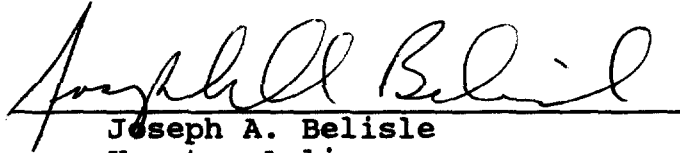
¹⁰ See Ex 8, p. 100.

Respectfully submitted,

September 16, 1994

Leibowitz & Associates
One S.E. Third Avenue
Suite 1450
Miami, Florida 33131

(305) 530-1322

A handwritten signature in cursive script, reading "Joseph A. Belisle", written over a horizontal line.

Joseph A. Belisle
Karsten Amlie
Counsel for
J.J. Taylor Companies, Inc.

EXHIBIT 1

EMPLOYMENT LOCATION OF BARNSTABLE COUNTY RESIDENTS, 1990

Hometown	Employment Location																Total
	Barnstable	Bourne	Brewster	Chatham	Dennis	Eastham	Falmouth	Harwich	Mashpee	Orleans	Provincetown	Sandwich	Truro	Wellfleet	Yarmouth	Off-Cape	
Barnstable	12,568	307	83	76	345	13	547	147	380	136	28	419			1,380	1,945	18,374
Bourne	397	2,843	6	13	29		1,011	21	69	23		334		8	131	2,300	7,251
Brewster	400	32	1,236	228	288	100	22	154		827	17	26	14	11	243	192	3,790
Chatham	118		33	1,660	82	45	4	189	17	185			7	7	54	136	2,537
Dennis	1,028	32	178	176	2,039	31	19	348	22	127	5	52	9		995	409	5,470
Eastham	144	8	72	53	79	631	8	84	14	528	29	7	42	111	73	89	1,972
Falmouth	884	646	24	11	16		8,926	12	487	18	4	167			75	1,543	12,793
Harwich	530	39	150	362	298	73	48	1,485	5	454	12	8		16	232	224	3,936
Mashpee	919	147		67	62		628	19	858	8		119			170	671	3,668
Orleans	195	5	209	149	78	165	15	94		1,332	15	6		31	34	168	2,494
Provincetown	12			15		31					1,429		21	33		114	1,655
Sandwich	1,701	481	18	38	86	6	521	31	153	24	10	2,283			225	1,883	7,460
Truro	13		5			13		8	2	35	241		259	66	11	47	700
Wellfleet	45		29		39	85		5		125	89		13	622	7	16	1,075
Yarmouth	2,885	53	61	71	853		110	165	51	113	9	96			3,494	645	8,606
COUNTY	21,819	4,593	2,104	2,919	4,294	1,193	11,857	2,762	2,058	3,935	1,888	3,517	365	905	7,124	10,446	81,779

Note: This table presents 1990 U.S. Census sample data from Summary Tape File 3 compiled from the long-form questionnaires distributed to approximately one in seven housing units. Hometown appears in column at left, total employed residents in column on right, and the locations of their employment in columns in between.

Source: U.S. Census, 1990

Post-It™ brand fax transmittal memo 7671		# of pages > 1
To	Karsten	
Co.	Marilyn Fifield	
Dept.	Cape Cod Commission	
Fax #	(508) 362-3828	
Fax #	(305) 530-9417	(508) 362-3836

Table by CAPE COD COMMISSION - 3225 Main Street, Barnstable, MA 02630 - (508) 362-3828

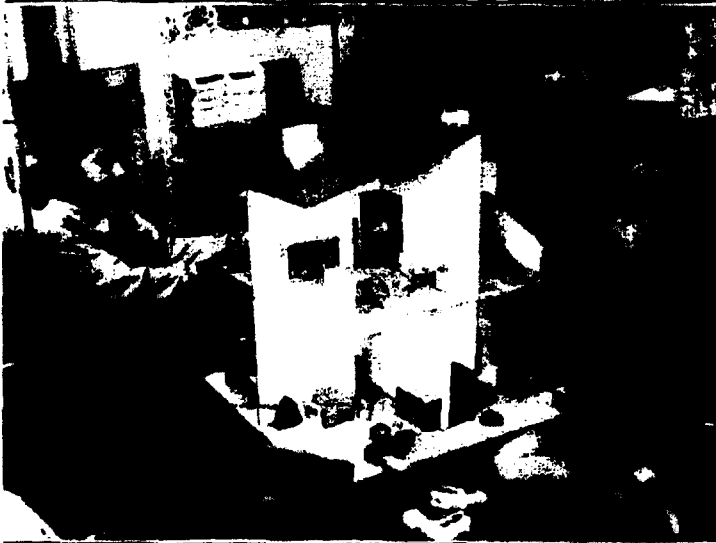
EXHIBIT 2

Mashpee Messenger



Kindergartners Get a Taste of Full Day at School

By Tamara Race



Lucressa Litzner pauses for a reflective moment during her dollhouse play at Mashpee's kindergarten open house last week.

Barely tall enough to peer out the school bus window, nearly 200 Mashpee youngsters made their maiden voyage to kindergarten on Monday, but not before they had tested the waters at an open house last week.

Mashpee Middle School's wing of kindergarten classrooms looked like a series of elaborate theme sets, with fantasy worlds in every corner and drama splashed with abandon across the walls of the rooms. All the teachers accomplished their foray into set decoration just within the deadline of opening day.

"I was just hired on Wednesday," kindergarten teacher Christine Corr said. "I could only give two days' notice at my other preschool job before coming here. My mother, sister and boyfriend helped me do all this," she said gesturing toward the bulletin boards dressed with letters, numbers and bright pictures.

"Every year I say I'm never going to make it, but somehow I do," veteran Davin Gould said. "This year I called on the parent volunteers I had last year to help out. I couldn't have finished without them."

In one corner of just about any of the rooms, a child could don the dress of a nurse, chef, or a firefighter. A few feet away a table full of sand, water and familiar sea critters lured several youngsters into the folds of public school. Kitchens sporting large sheets of blank paper invited children to paint their anxiety, happiness or uncertainty across the expanse. Just beyond were plastic bins — hundreds of them (at

(Continued on Page 12)

High School May Get Waiver on Sewer Standards From State DEP

By Tamara Race

If the town can demonstrate, using actual figures as seen high schools, that the state's sewage flow requirements are out of line, the Department of Environmental Protection may grant a waiver of its requirements for Mashpee's new high school. DEP officials met with Mashpee board members, Mr. McQuaid, and representatives from the high school building committee, and the project manager Wednesday to discuss the issue.

Mr. McQuaid has charged that the flow requirements determined by the state are 300 percent high, that what the high school will actually generate, building a sewage treatment plant according to the demands will result in an underfunded system that will not function, he said earlier.

"It was a good meeting," Mr. McQuaid said. "If we can prove that flows will be under 15,000 gal per day, they said they would consider approving a down-sized system or alternative technology. But that I've seen from nitrogen-reducing alternative systems are unconvincing, but a smaller sewage treatment plant would be appropriate."

(Continued on Page 20)

Rauschenbach, Barros Square Off Cape Leaders Show Strong Support for Incumbent

By Jennifer Langley

State Senator Horst Rauschenbach's campaign for re-election to a fourth two-year term received a healthy dose of support last week, less than two weeks before the Sept. 20 primary, when public officials and community leaders endorsed his candidacy at a rally at Barnstable Town Hall.

A list of more than 140 names of local leaders endorsing Mr. Rauschenbach, R-Newater, read like a who's who of Cape Cod.

The strong show of support was especially meaningful this year because Mr. Rauschenbach is under indictment for allegedly breaking conflict of interest laws. He has been accused of accepting money from Greenview-Bostonian Cancer Clinic to use his influence on Boston Hill to send lucrative state pension investments to a business associate of Mr. Blis's. Mr. Rauschenbach has denied any wrongdoing.

His challenger in the upcoming primary, Republican Ricardo Barros, has made the indictment the cornerstone of his campaign, calling on the state senator to openly discuss his legal troubles and accusing him of delaying his trial for political gain.

Despite the indictment and its fallout, Mr. Rauschenbach remains popular with both political parties. His reputation for integrity and honesty has certainly been questioned by some because of the August



1993 indictment but he has not experienced anything near the full-blown meltdown that such a charge could prompt.

Nevertheless, the support he has long received from Democrats won't matter next Tuesday when only Republicans will have the opportunity to give him a vote. The winner in the primary does not yet have an opponent in the general election Nov. 2.

"This is a moment in history. Never before have so many Cape and Islands notables joined together at one time to endorse a political candidate," said Barnstable County Treasurer Mary LeClair. "We have joined together to say 'No' and clear 'We believe in Sen. Horst Rauschenbach.'"

Doreen Blaisdell, co-owner of the Centerville Inn, approached Mr. Rauschenbach for help in the business during the recession and cited his work assisting the Cape Cod Economic Development Council, putting business tax credits, and channeling federal job training dollars to the Cape and Islands.

"He has always been active and involved," said Hyannis attorney Allen Larson. "He has responded well to requests from businesses who've been for the creation of the Cape Cod Commission or Cape Cod Economic Development Council. It's from that knowledge that groups have solicited him." The single message

(Continued on Page 11)

The Mashpee Enterprise

Volume 1, Number 47 Monday, September 12, 1994 2 Months 30 Pages 50 Cents

Mashpee Land Donated First Habitat For Humanity Home On Upper Cape

The first home built on the Upper Cape by Habitat for Humanity will be in Mashpee. The property, which was donated to Habitat for Humanity by the Mashpee Land Trust, is located on the Mashpee Neck. The property is a 10-acre parcel that was donated to Habitat for Humanity by the Mashpee Land Trust. The property is located on the Mashpee Neck, which is a peninsula that juts out into the Cape Cod Bay. The property is a 10-acre parcel that was donated to Habitat for Humanity by the Mashpee Land Trust. The property is located on the Mashpee Neck, which is a peninsula that juts out into the Cape Cod Bay.

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Route 151 Reopening To Cost State's DPW \$199,000-\$175,000

The state Highway Department has approved the plan for the reopening of Route 151 in Mashpee. The plan is to reopen the road to traffic by the end of the year. The cost of the project is estimated to be between \$199,000 and \$175,000.

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Workers cleared the road from the rubble debris before the road was reopened.

Motel Owner Facing Federal Civil Suit For Discrimination

Falmouth Plans Criminal Charges

The U.S. Attorney's Office has filed a federal discrimination lawsuit against the Falmouth Motel. The lawsuit is based on the motel's refusal to accept reservations from African American guests.

The lawsuit is based on the motel's refusal to accept reservations from African American guests. The motel owner, Mr. [Name], has been accused of discriminating against African American guests.

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Complaints Issued Tomorrow

The Falmouth Police Department has issued a complaint against the motel owner. The complaint is based on the motel's refusal to accept reservations from African American guests.

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EXHIBIT 3



**Continental
Cablevision**

September 16, 1994

To Whom It May Concern,

This letter is to certify that Continental Cablevision is the duly franchised cable television operator in the Town of Mashpee, Massachusetts. Continental Cablevision is licensed by the Board of Selectmen of the Town Of Mashpee in their capacity as franchise authority for the Town. The license to serve Mashpee covers no other communities or municipality except Mashpee itself. Continental serves Mashpee from a standalone technical facility (headend) within the Town.

Please contact me if I can provide any further information.

Sincerely,

Joseph C. Hennessey
General Manager

EXHIBIT 4

WHAT'S YOUR OPINION?

PUBLIC OPINION SURVEY
TOWN OF MASHPEE
LOCAL COMPREHENSIVE PLAN

SURVEY BACKGROUND

During the spring and summer of 1992, the Mashpee Planning Department undertook a Town Opinion Survey as an initial step in the development of a Comprehensive Plan. The initial proposal was to distribute surveys to all attendees at the May Annual Town Meeting. Because Town Meeting must ultimately vote to approve the Comprehensive Plan, it was felt that such a survey would most efficiently determine the public sentiment that should guide the creation of the plan. In addition, the Department was interested in comparing the results of the survey with one done at the December 3, 1984 Town Meeting to see if there were any apparent trends or changes of opinion on planning issues. 275 surveys were handed out to the 278 voters who attended the May Town Meeting, of which 84 were completed and returned, for a 30.5% response rate.

In order to provide a wider distribution to voters, it was also decided to distribute the survey to voters at the Town election on the Saturday following Town Meeting. Due to an underestimate of the turnout, not all voters received surveys. However, 800 surveys were distributed throughout the day, of which 195 were completed and returned, a 24.4% response rate.

In early June, a third group of 1,150 surveys was distributed to parents through students at the Coombs and Middle Schools, of which only 59 were returned. In addition, surveys were distributed through the Mashpee Messenger (2,500), the beach and dump sticker office (778) and through other vehicles such as the Town Library, Homeyer Village and officials of a number of homeowners associations. 174 Messenger surveys were returned, 96 from the sticker office distribution and 25 from the other distribution routes. It should be noted that those who had completed the surveys distributed at the Town Meeting and election were asked not to complete the additional questionnaires distributed in June.

"Town Survey" ballot boxes were located at the Town Hall, Post Office, Library and Popponesset General Store for survey returns. In addition, an address was provided for returns by mail and the Library book return slot was also made available for after-hours returns.

All surveys were coded to reflect their point of distribution and were also coded when received to note where they had been returned. The Post Office ballot boxes were the most popular return point, with 325 surveys returned, followed by Town Hall with 153 returns, the library (82), by mail (43), the Town election (16), Town Meeting (12) and the Popponesset General Store (2).

Because of the distribution and return coding used, the Department was able to maintain close control of the survey process. However, the original survey distribution through Town Meeting, as well as the Town election distribution, provided a much higher level of distribution

control than the other routes. Results from those distributions can fairly be said to represent the opinions of those groups of Mashpee voters and should be weighted most heavily in review and utilization of the survey results. The remaining survey results represent the opinions of those additional residents of the Town who cared enough to complete the 16-page questionnaire (surveys distributed through the schools were reduced to 12 pages at the request of the School Committee). Beyond the representation of the opinions of Town Meeting and Town election voters, no claim is made that this survey accurately represents the opinions of all residents of the Town. It does, however, represent the results of a fully open and democratic attempt to solicit public opinion as a guide toward development of our Comprehensive Plan.

PREPARATION OF RESULTS

Alpha Four database applications developed by Planning Department Administrative Secretary Myra Suchenicz were used by volunteers Ed Baker and Shirley Ahlgren to record survey results. All responses were coded by a survey number assigned upon data entry, as well as questionnaire version, place of distribution and place of return. In addition, responses were coded by 213 Planning Districts based on street/subdivision information requested on the survey. As a result, survey data can be indexed and summarized by distribution route, Planning District, or any of the questions answered by the respondents.

Response totals for various portions of the survey differ due to the distribution of different versions during the survey process. The Town Meeting distribution consisted of four versions of the survey, which was shortened to encourage completion of the questionnaire. Every version included Background, Quality of Life, Land Use, Affordable Housing, and Municipal Facilities, and then included a combination of two other sections, such as Environment and Economic Development, Environment and Transportation, etc. At the Town Election, surveys remaining from the Town Meeting were distributed first, then versions including all sections. Complete versions were also distributed through the Mashpee Messenger, Town Hall sticker office, and "other" channels. The version distributed through the schools was shortened at the request of the School Committee.

Survey results were initially presented as Alpha Four reports, sorted by distribution route, as part of the series of "Issues Forums" held during the summer and fall of 1992 to provide an additional means of public input to the planning process. The amount of information contained in those reports was somewhat overwhelming, so the current report has been prepared using the same format as the original questionnaire, with the full text of all questions included. Percentages of the total response to a question, rather than the actual counts, have been given, while figures for "non-responses" have been left out. Responses to "essay" type questions have not been included in this particular report. All of this detailed information, however, was printed from Alpha Four and made available at the Planning Department for public review and use throughout the Comprehensive Plan process.

SURVEY RESULTS, ALL (TOTAL: 633) Actual counts appear on printouts
 Figures for no response not included.

In order to help us to interpret the results of this survey, we would appreciate the following information about you:

1. Do you live in Mashpee 83% year-round 6% summer only
 4% weekends only 7% other
2. How long have you lived (or maintained a residence) in Mashpee?
 7% Less than 2 years 31% 12-30 years
 54% 2-12 years 7% Over 30 years
3. What type is your Mashpee residence?
 88% Single family home 9% Condominium unit
 1% Mobile home 1% Apartment
 0% Other (2) _____
4. Where is it located? (name of street, condo project, mobile home park, etc.)
 (separate report: Town of Mashpee Planning Districts)
5. What is the source of water at this residence?
 32% Water District 4% Condo well
 63% Private well 0% Other (3) _____
6. Do you 93% own your home 6% rent 1% other _____
7. How many persons in each of the following age groups currently live in your Mashpee residence?
 a. Responses (indicating one or more)
 35% Over 65 36% Ages 35-50 3% Ages 18-21 17% Ages 5-12
 30% Ages 50-65 20% Ages 21-35 8% Ages 13-17 11% Under 5
 b. Average persons in age group per household
 1.6 Over 65 1.6 Ages 35-50 1.2 Ages 18-21 1.5 Ages 5-12
 1.6 Ages 50-65 1.4 Ages 21-35 1.3 Ages 13-17 1.2 Under 5
8. Age of respondent (from year born)
 1% 85+ 11% 70-74 8% 55-59 11% 40-44 3% 25-29
 2% 80-84 12% 65-69 7% 50-54 9% 35-39 0% 20-24 (3)
 3% 75-79 11% 60-64 8% 45-49 8% 30-34 0% 15-19 (0)
9. Sex: 46% Male 47% Female
10. Are you registered to vote in Mashpee? 83% Yes 16% No
11. Do you regularly attend Town Meetings? 38% Yes 58% No
12. Do you regularly vote in Town elections? 72% Yes 24% No
13. Do you serve on any Town boards or committees? 10% Yes 87% No

SURVEY RESULTS, ALL (TOTAL: 633)

Does not include figures for no response
Actual counts appear on printouts

QUALITY OF LIFE

1. What is your opinion, in general, of the quality of life in Mashpee during the summer? 61% very good 34% fair 3% poor
2. What is your opinion, in general, of the quality of life in Mashpee during the rest of the year? 62% very good 3% poor 29% fair 4% don't know/not here
3. Would you say that in the last ten years the quality of life in Mashpee has: 39% improved 27% stayed the same 23% worsened
4. Please indicate A) how important the following items are/were in your decision to live in/move to Mashpee and B) whether those factors have improved, worsened, or stayed the same since you've lived here?

	A) IMPORTANCE			B) CHANGE		
	very important	important	not important	better	worse	same
a) Rural character	47%	38%	6%	5%	47%	32%
b) Lower taxes	47%	34%	10%	1%	67%	17%
c) Small town lifestyle	47%	39%	7%	9%	35%	40%
d) Good public services	27%	51%	11%	19%	17%	46%
e) Safety from crime	58%	30%	3%	8%	29%	46%
f) Good for children	38%	26%	24%	14%	12%	45%
g) Job opportunities	10%	20%	57%	7%	19%	41%
h) Near friends/family	16%	28%	44%	6%	3%	61%
i) Open space	52%	34%	5%	6%	41%	32%
j) Air/water quality	59%	30%	3%	6%	40%	33%
k) Affordable housing	25%	30%	33%	12%	19%	41%
l) Beaches/ponds	51%	34%	8%	6%	29%	45%
m) Recreational opportunity	27%	45%	18%	13%	15%	47%
n) Tranquility	56%	33%	3%	3%	42%	35%
o) Shopping facilities	15%	44%	31%	45%	8%	25%
p) Restaurants	11%	33%	46%	36%	5%	34%
q) Golf courses	9%	20%	59%	17%	3%	48%
r) Boating opportunities	19%	25%	44%	7%	13%	49%
s) Fishing/shellfishing	16%	26%	45%	4%	20%	44%
t) Native American history	11%	24%	53%	10%	6%	51%
u) Other	7%	1%	1%	2%	3%	2%

5. Which of the following do you think are the most serious problems facing Mashpee today? (Check all that apply.)

74% Population growth	68% Pollution of bays and ponds
60% Traffic congestion	37% Sluggish economy
41% Overburdened Town services	30% Lack of job opportunities
70% Tax increases	43% Loss of small-town character
44% Loss of open space	21% Cost of trash disposal
34% Quality of schools	22% Lack/public transportation
76% Pollution of groundwater	14% Inadequate medical services
12% Lack of affordable housing	9% Other
6. Which three problems listed above are you personally the most concerned about?
Please list by number:
 - a. 52% Tax increases
 - b. 47% Pollution of groundwater
 - c. 39% Population growth

LAND USE/COMMUNITY CHARACTER, ALL (TOTAL: 633) Actual counts appear on printout
Does not include figures for n/r

Based on approved projects and current zoning, Mashpee is projected to have a "buildout" (future maximum) population of 27,000 year-round residents and 41,000 summer residents. According to the U.S. Census our year-round population was 1288 in 1970, 3700 in 1980 and 7884 in 1990.

1. Is Mashpee growing too fast? 74% Yes 10% No 14% Just right
2. Do you believe that growth to the projected "buildout" levels will benefit the town? 9% Yes 69% No 20% Unsure
3. Do you think you would enjoy living in Mashpee if its population increased to the "buildout" level? 11% Yes 66% No 21% Unsure
4. What population do you think would be ideal for Mashpee?
 - 1) Year-round should be:

6% Fewer than 7884 (1990)	32% 10,000-14,999	6% 20,000-26,999
9% 7884 to 9,999	18% 15,000-19,999	2% 27,000 (buildout) or more
 - 2) Summer should be:

3% Fewer than 10,000	25% 20,000-29,999	4% 41,000 (buildout) or more
17% 10,000-19,999	17% 30,000-40,999	
5. If you indicated a population lower than the "buildout" level, would you support Town land purchases to reduce potential population?
61% Yes 13% No 19% Unsure
6. Would you support zoning changes to reduce potential population?
76% Yes 8% No 12% Unsure
7. Please indicate whether you would support (Yes) or oppose (No) the following kinds of development if they were proposed A) in your neighborhood or B) somewhere else in town (regardless of current zoning regulations).

	A) IN NEIGHBORHOOD			B) ELSEWHERE IN TOWN		
	Yes	No	Unsure	Yes	No	Unsure
Software development firm employing 200 people	27%	53%	6%	70%	11%	6%
50-room budget motel	9%	75%	4%	34%	46%	8%
Miniature golf course	15%	68%	4%	39%	41%	6%
Water slide park	5%	49%	3%	14%	38%	3%
Fast-food restaurant (such as McDonalds or Burger King)	16%	67%	3%	47%	35%	5%
New 20-lot subdivision						
on 5 acres	6%	62%	5%	10%	52%	5%
on 20 acres	30%	40%	6%	38%	29%	6%
on 40 acres	30%	38%	7%	41%	24%	7%
New 100-unit condo development	8%	75%	3%	17%	59%	8%
Small manufacturing firm						
with 25-50 employees	24%	53%	5%	67%	15%	5%
18-hole private golf course	27%	54%	3%	40%	40%	6%

	A) IN NEIGHBORHOOD			B) ELSEWHERE IN TOWN		
	Yes	No	Unsure	Yes	No	Unsure
Grocery "super store"	19%	58%	4%	57%	23%	4%
Affordable housing for low and moderate income people in single-family or duplex units if there were						
5 of such units on a site	27%	49%	8%	43%	31%	8%
15 of such units on a site	9%	65%	7%	23%	48%	10%
25 or more units	4%	69%	6%	12%	57%	9%
25-unit apartment building	7%	71%	5%	20%	56%	9%
Cultural facility such as a concert hall, art gallery or museum	44%	37%	5%	70%	12%	4%
Quality restaurant (such as the Flume or the Popponesett Inn)	39%	42%	6%	68%	15%	5%
Discount department store (such as WalMart or K-Mart)	7%	75%	2%	40%	47%	5%
Traditional department store (such as Jordan Marsh or Sears)	7%	76%	2%	36%	49%	6%
Two-story office building housing 200 employees	10%	68%	4%	47%	34%	9%
Small office building housing 20 employees	25%	52%	5%	67%	13%	5%
Affordable housing for low and moderate income people in five 20-unit buildings on 10 acres	9%	69%	5%	28%	48%	11%
100-bed nursing home on 5 acres	26%	51%	6%	62%	18%	8%
New gas station/repair shop	12%	68%	3%	40%	41%	8%
Car wash	10%	70%	4%	41%	40%	6%
Laundromat	13%	65%	6%	44%	36%	8%
100-boat marina	13%	64%	5%	37%	40%	9%
5-10 store factory outlet mall	5%	77%	2%	27%	57%	5%
200-unit mini-warehouse	5%	73%	3%	21%	58%	7%
Neighborhood business such as a food store or hardware store	33%	47%	5%	57%	22%	6%
Walk-in medical clinic	33%	47%	4%	62%	18%	5%
Small college campus	24%	55%	5%	47%	33%	7%
State prison providing 200 jobs	3%	79%	2%	11%	72%	5%
Large warehouse building for a major retail chain	5%	76%	3%	29%	53%	6%
Scientific research complex on 50 acres of undeveloped land	30%	49%	5%	57%	21%	9%
High-priced housing which would produce large tax revenues but is proposed in an environmentally sensitive area	17%	65%	4%	21%	60%	8%
Horse or dog racing track employing 200 people and producing large tax revenues	6%	77%	1%	13%	71%	5%
Public basketball court	28%	52%	4%	58%	24%	6%
300-room quality hotel and conference center	14%	66%	4%	44%	37%	9%
Convenience store/gas station	18%	64%	3%	38%	43%	6%
Health club/fitness center	29%	51%	5%	57%	23%	9%
Bowling alley	12%	69%	3%	41%	40%	7%

	A) IN NEIGHBORHOOD			B) ELSEWHERE IN TOWN		
	Yes	No	Unsure	Yes	No	Unsure
Outdoor flea market	14%	65%	3%	45%	35%	7%
Indoor flea market	9%	69%	4%	30%	48%	9%
New cranberry bog displacing a natural wetland	19%	56%	8%	28%	47%	12%
High-density "traditional" neighborhood of single-family & apartment housing on small lots	7%	74%	4%	13%	70%	6%
Computer factory which would employ 400 people but is proposed in an environmentally sensitive area	9%	70%	4%	21%	61%	9%
Wind power generation facility	33%	41%	10%	59%	15%	14%
Small neighborhood sewage treatment plant	23%	50%	10%	42%	31%	16%
New elementary school	27%	49%	9%	45%	31%	13%

8. Do you like the appearance of the buildings in the Mashpee Commons development? 76% Yes 7% No 4% Unsure
9. Do you favor expansion of the Mashpee Commons commercial area? 51% Yes 24% No 13% Unsure
10. Do you think the Town should adopt architectural design regulations for the rotary area requiring building styles similar to those in Mashpee Commons? 59% Yes 19% No 10% Unsure
11. Commercial activity in the original Town center, located at the intersection of Route 130 (Main Street) and Great Neck Road North, has declined in recent years. Do you believe that the Town should attempt to reestablish that area as a viable commercial/residential center? 36% Yes 41% No 12% Unsure
12. Do you favor the concept of clustering development in certain high-density areas as a tradeoff for leaving other environmentally sensitive areas undeveloped? 50% Yes 17% No 19% Unsure

Questions 8 - 12 not included in school distribution.